



MOTOR SPORTS TASK FORCE

AGENDA

WEDNESDAY, JANUARY 3, 2007

COUNTY-CITY BUILDING

555 SO. 10TH STREET, ROOM 113

7:30 A.M. - 8:30 A.M.

1. Introductions
2. Charge from the Lancaster County Board
3. Findings of the Previous Motor Sports Committee - Dr. Darl Naumann, Economic Development Coordinator.
4. Next Steps, Formation of Sub Committees, Etc.
5. Future Meeting Schedule

MINUTES
MOTORSPORTS TASK FORCE
Wednesday, January 3, 2007 - 7:30 a.m.
County-City Building, Room 113

Task Force Members Present: Russ Bayer, Chair; Carol Brown, Dave Dykmann, Randy Harre, Gary Juilfs, Chris Kingery, Karen Kurbis, Larry Lewis, Mike Tavlin, Mike DeKalb, Lincoln-Lancaster County Planning Department (Ex-officio); Kerry Eagan, County Chief Administrative Officer (Ex-officio); Darl Naumann, Lincoln-Lancaster County Economic Development Coordinator (Ex-officio) and Jeff Maul, Convention & Visitors Bureau Executive Director (Ex-officio)

Task Force Members Absent: Stan Patzel, Lee Volker

Others Present: Scott Holmes, Lincoln-Lancaster County Health Department; Marvin Krout, Lincoln-Lancaster County Planning Department; Marlene Tracy, Randy Moore, Kent Halvorsen, Jeff Atkinson, Spencer Brown, Matt Olberding, Lincoln Journal Star; and Cori Beattie, County Board Secretary

Introductions

Bayer welcomed everyone to the initial meeting of the Motorsports Task Force. Introductions were made by those in attendance.

Charge from the Lancaster County Board

Bayer said the County Board requested the Task Force to make a recommendation by March 1st after examining the following issues:

1. Potential demand for new motorsports facilities in Lancaster County;
 - a. examine spectator as well as participant demand;
 - b. review existing facilities in the region;
2. Economic, fiscal, social and environmental benefits and costs to the community;
 - a. based on different types of facilities and activity levels;
3. Pros and cons of providing motorsports activities in one general location as opposed to decentralized facilities for a specific motorsport activity;
4. Identify and rank the most promising and acceptable locations in Lancaster County for motorsports facilities and/or activities; and
5. Evaluate and make recommendations on the most appropriate business model for providing new facilities for participants and spectators, e.g., public, private, public/private partnership.

Findings of the Previous Motorsports Committee

Naumann said the County Board asked a committee to examine motorsports activities largely because of Dr. David Samani's desire to find a location for motocross. At the time, the committee was told their charge would be difficult; he felt the same was true today. While the previous committee was compiled primarily of motorsports advocates, it became apparent it was going to be difficult to find a suitable location as no one wanted such a facility in their backyard. He indicated Carol Brown and Jeff Maul were also on the previous committee and would be able to provide additional background information.

Naumann said the committee was in the process of defining motorsports and how it wanted to look at the issue. One member suggested a "3 Bears Model" whereby Papa Bear would represent an all-inclusive site, i.e., many activities at the same location; Mama Bear would have a couple activities at the same location; and Baby Bear would have different locations for different activities. While the committee did not do an economic analysis in the community, Naumann suggested one now be completed, as well as a survey.

Naumann noted the previous committee had trouble reaching a quorum, thus, they only met a few times. Nothing in writing was generated to define motorsports. Once a site was found for Dr. Samani's motocross track (near Abbott Sports Complex) the previous committee faded away.

Eagan asked if the committee looked at potential sites. Naumann said at the time there were no County zoning regulations in place so the committee worked off the City's ordinance. DeKalb added a map was generated and included a list of criteria which, given certain parameters, outlined potential sites in the County based on the City's standards.

With regard to motocross, Brown said the State approved \$400,000 in funding. Development had begun and a facility should be in place this Spring. Eagan said this may be optimistic as the Executive Director of the Abbott Sports Complex (Del Lienemann) is proceeding cautiously.

Bayer inquired about the purpose of a survey. Naumann said it would be helpful to look at the activity of local motorsports enthusiasts. Previously, it was suggested motorcycle dealers be contacted for the purpose of developing mailing lists. He added motorsports are currently rated #1 in the country for the kind of activities people want to attend.

Bayer asked whether Naumann's department could help staff the portion on economic, fiscal, social and environmental benefits/costs to the community. Naumann said he could on a limited basis as he is a one-person department. Bayer inquired whether the Lincoln Partnership for Economic Development (LPED) could offer resources. Naumann said one research analyst may be available. Maul added it could be a cooperative effort between Naumann and LPED. Brown asked if State resources could be tapped. Bayer indicated anything is possible.

With regard to the Committee's membership, Bayer said, in discussing the issue with Eagan, more ex-officio members could be added. It was noted while there is a lot of interest in motorsports, there may not be enough expertise to analyze all the charges set forth by the County Board.

Lewis asked whether the County would be in charge of the proposed complex. Bayer said this is unknown. Lewis suggested contacting the facility in Topeka, KS, to find out construction cost and revenue flow. Naumann indicated the dollars generated would depend on what type of facility is constructed. Lewis said if there is not interest in building a similar complex, anything else would be a waste of time and money.

Eagan noted a comprehensive study could cost in excess of \$200,000. He thought there are probably regional race tracks which have done similar analyses and would be willing to share this information with Lancaster County.

Maul asked if there was ever a business plan put forward at any point by Greg Sanford which showed things start to finish. Naumann indicated no.

Next Steps: Formation of Subcommittees, Etc.

In response to Dykmann's inquiry regarding discussion on a drag strip, Bayer said he is not here to talk about a drag strip but rather motorsports in general. That being said, he suggested the

Committee move forward with a definition of "motorsports." Once this is endorsed by the County Board, then the Committee should decide if there is a location in the County where a motorsports facility could exist.

In ranking the issues for review (Nos. 1-5 as outlined above), Bayer recommended the Task Force address them in the following order: #4, #2, #3, #1 and #5. Committee members agreed.

With regard to the definition of motorsports, Lewis said sprint car racing and motocross should be included. He asked if the plans for the motocross track near the Abbott Sports Complex are set in stone. Eagan said things are progressing, albeit slowly. The County pledged nearly \$250,000 to pave Bluff Road, which will take several years to complete, but Del Lienemann is proceeding cautiously even though he received grant money for the project. He added the location is fabulous and the plans for the track are very exciting.

Going back to the definition of motorsports, Lewis thought in Lancaster County it would probably consist only of drag and motocross racing. Tavlin suggested the definition include racing in the forms of: circle tracks (sprint cars and modifieds), drag racing and road courses. It was noted there are other forms of motorsports including, but not limited to tractor pulls, mud drags and motorcycles. NASCAR would also technically be included.

Brown said Rod Wolters from Brainerd, MN, is a track manager/developer who could provide a good synopsis of motorsports, perhaps at no cost. Brown also suggested contacting Greg Sanford in an attempt to get other names of experts who might be able to address the Committee. Brown indicated she could get free hotel accommodations in north Lincoln for speakers if necessary.

Bayer said it appeared a reasonable first step in defining motorsports would be to include circle track, drag strip, road course and other. Maul added motorsports includes anything with a motor that someone uses as a hobbyist or competitively. It was clarified that for purposes of this Committee, the definition would apply only to land-based motorsports. And while the definition could be larger in scope, the Committee will have to look at what is best for Lancaster County.

Bayer asked DeKalb to make a presentation at the next meeting regarding the criteria map. DeKalb added the map was generated using such site criteria as distance from a paved road, residential settlement, environmentally sensitive areas, etc. In response to Juilfs' inquiry, DeKalb clarified the map was based on the County's proposed text amendment. The only difference between this and the City's ordinance is noise factor and cemeteries. He clarified, to date, the County has no laws in place which govern this type of activity. A copy of the map was displayed and DeKalb gave a brief overview of its contents. Harre asked if the map could be posted on the web. Eagan said it could be emailed to everyone (see attached). Additional meeting information will also be included on the County Board website.

Bayer asked how the Committee wished to approach the charges set forth by the County Board. Brown said perhaps someone could contact some Planning Departments in cities with similar facilities to see what criteria they used. Bayer suggested breaking the Committee into smaller groups to focus on certain areas.

Eagan noted one thing the Committee should address is noise as that had been the primary objection. He added Scott Holmes from the Health Department is in attendance and could possibly find someone to help explain what is involved in a noise analysis and how noise could be buffered. Bayer said Holmes should be on the Committee. Holmes recommended a "Noise 101" presentation by Dr. Dominique Cheenne, an acoustic engineer from Lincoln.

The following subcommittees were formed:

Economic, Fiscal, etc.

Jeff Maul, Chair
Karen Kurbis
Mike Tavlin
Russ Bayer

Locations

Mike DeKalb, Chair
Gary Juilfs
Larry Lewis
Dave Dykmann

Demand

Darl Naumann, Chair
Chris Kingery
Randy Harre

NOTE - Brown said she would like to attend all subcommittee meetings.

Naumann agreed to take the lead on a survey. Bayer felt it should be sent to City and County residents. Brown suggested using a tool called "survey monkey" whereby people could electronically provide feedback. Kurbis wondered whether the survey shouldn't be more random. Bayer said while the survey's direction will essentially be up to Naumann, Committee members will have input into all the subcommittees.

With regard to the subcommittee on the economic, fiscal, social and environmental impacts, Maul was asked to contact LPED for additional resources.

Future Meeting Schedule

Eagan noted the Committee may lose Lee Volker as he has a conflict with morning meetings. Bayer said he and Eagan will work on other members and brief them accordingly.

With regard to future meetings, it was decided to continue with Wednesday mornings at 7:30 a.m., at the County-City Building, Room 113. For open meetings purposes, subcommittees were asked to keep track of business and report back to the full Committee. Subcommittee meetings were scheduled for Wednesday, January 10 at 7:30 a.m., at locations to be announced.

Bayer proposed the full Committee meet every third Wednesday with the next meeting being January 24 from 7:30 to 9:00 a.m. It was noted the agenda would potentially include reports from the subcommittees, a Noise 101 presentation and a discussion with Rod Wolters. Holmes said he would contact Dr. Cheenne to check on availability. DeKalb also offered to bring handouts detailing the location criteria used on the proposed County text amendment.

Bayer thought the public should also be given a limited opportunity to comment at future Committee meetings. Brown said other committees also offer on-line comment sections. Eagan said he spoke with Beattie about this and figured the Committee could provide guidance. Bayer said he would like to see certain time parameters in place so comments remain relatively current. He asked Beattie to come up with some options for the Committee to consider.

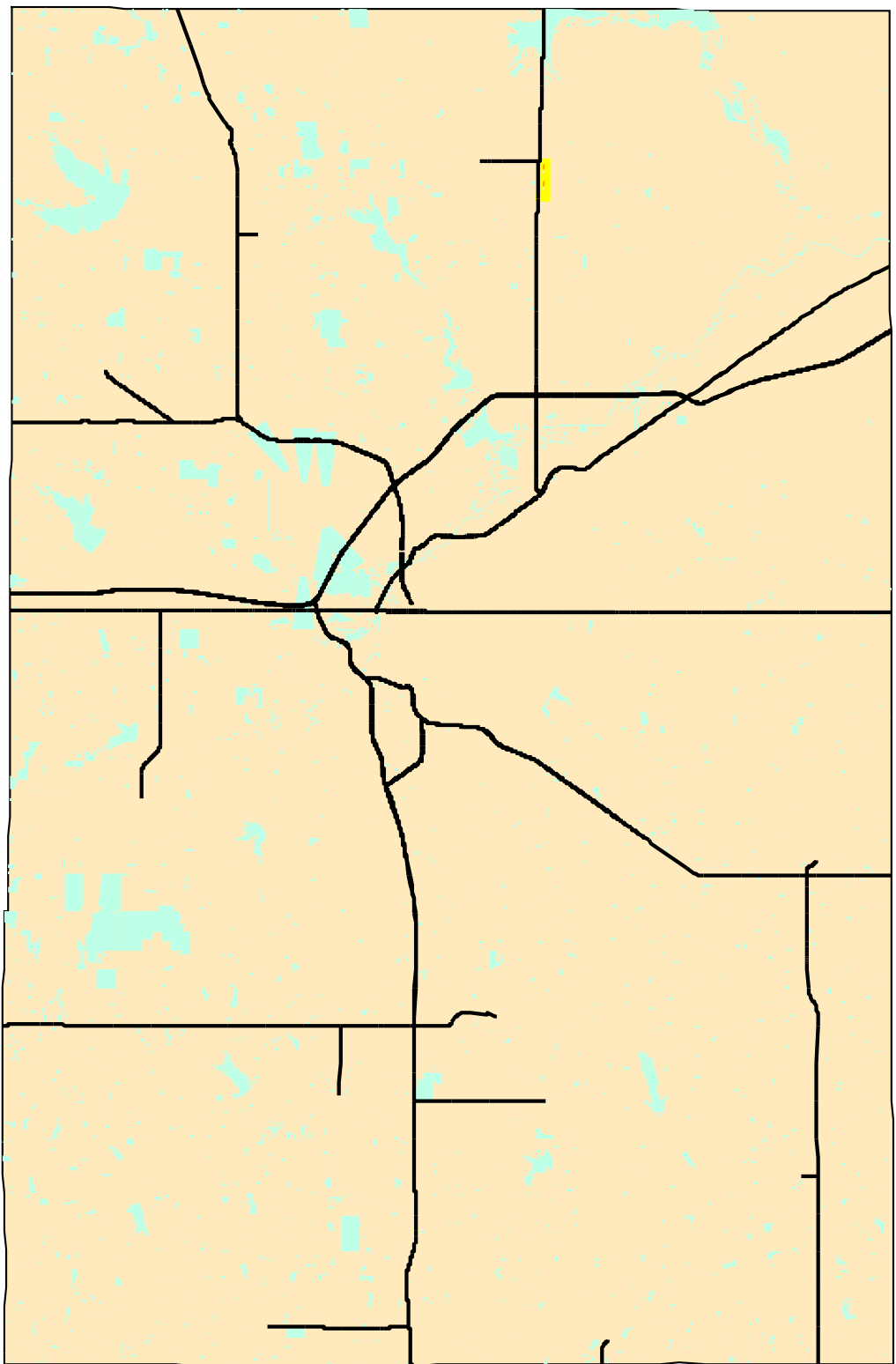
It was noted future meeting materials will be disseminated electronically as all members have e-mail. With regard to subcommittee correspondence, Bayer asked that all Committee members be copied. Brown distributed packets of general information to all Committee members (see attached). She will also be sending members website information on various tracks.

There being no further business, the meeting adjourned at 8:36 a.m.

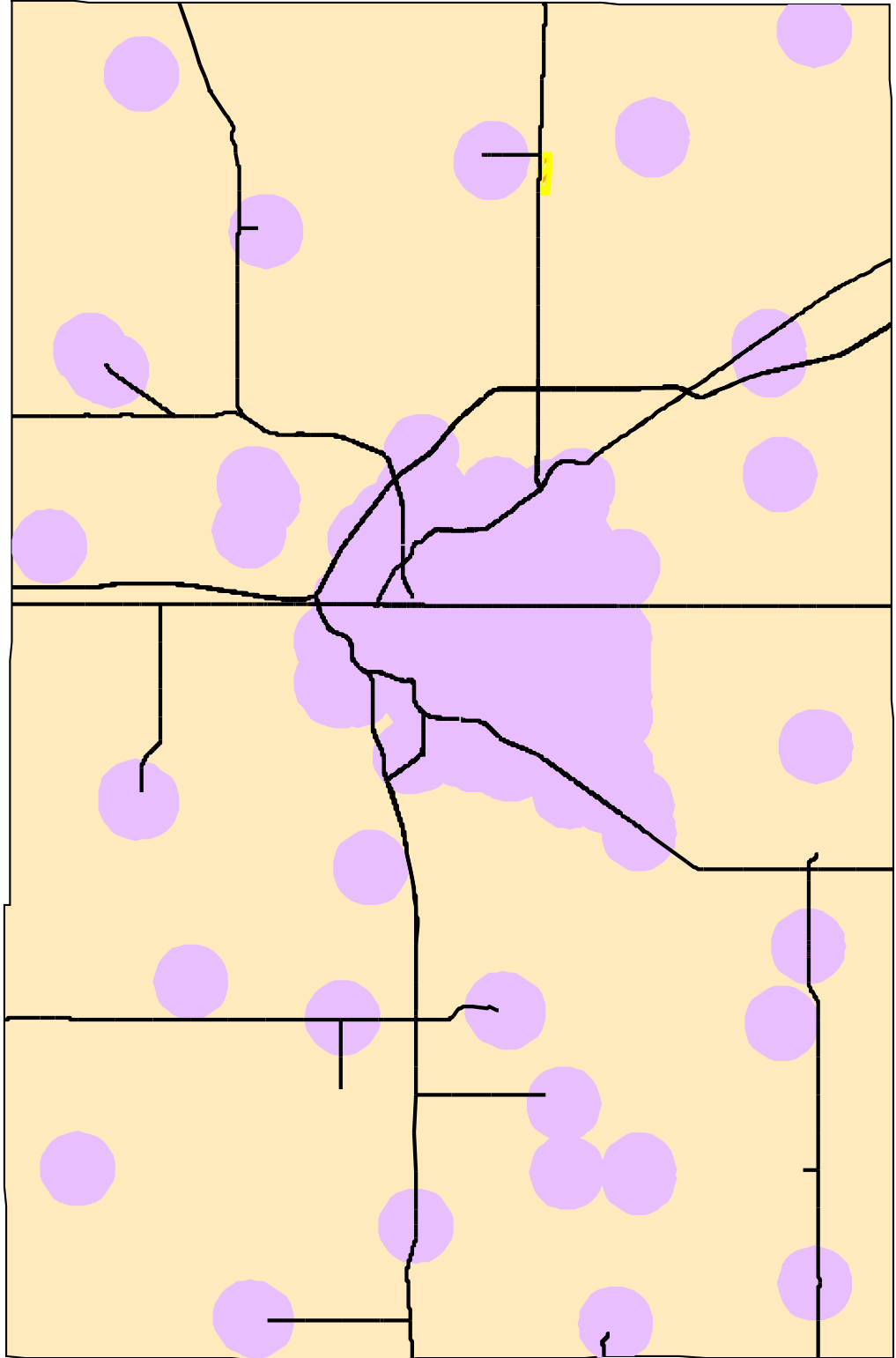
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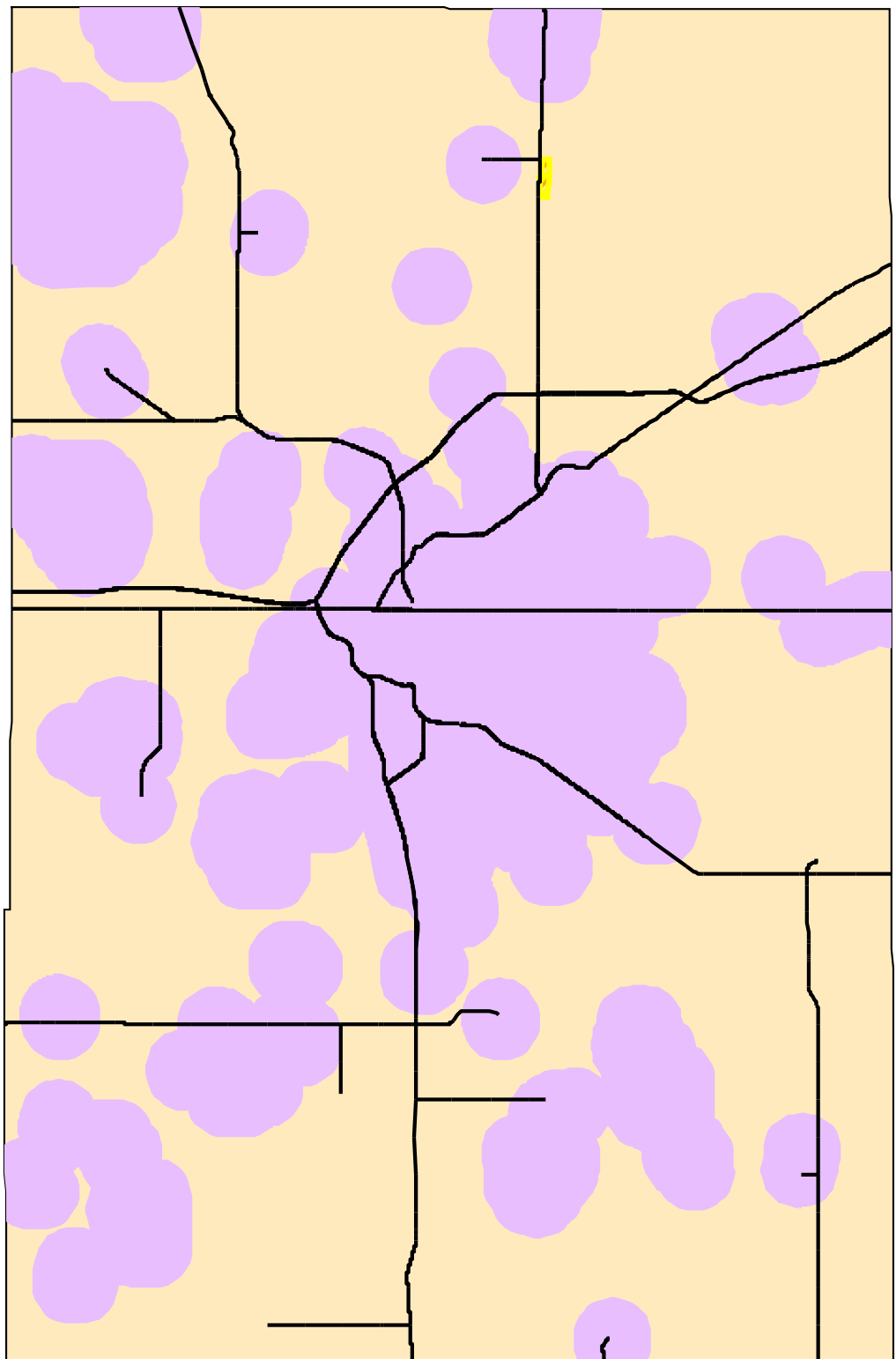
Cori Beattie
County Board Secretary



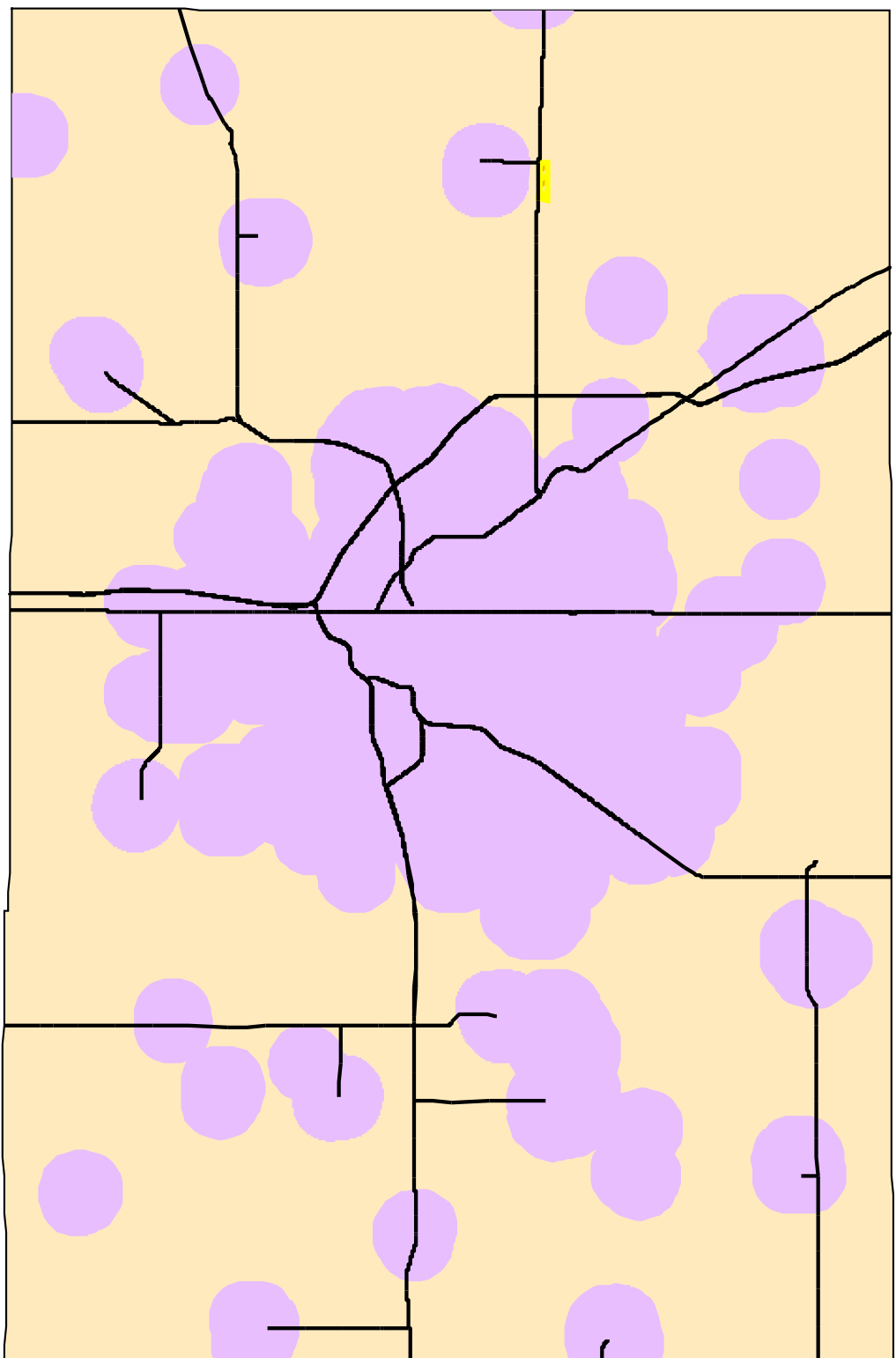
ENVIRONMENTALLY SENSITIVE
AREAS AND AIRPORT INNER
APPROACH ZONES



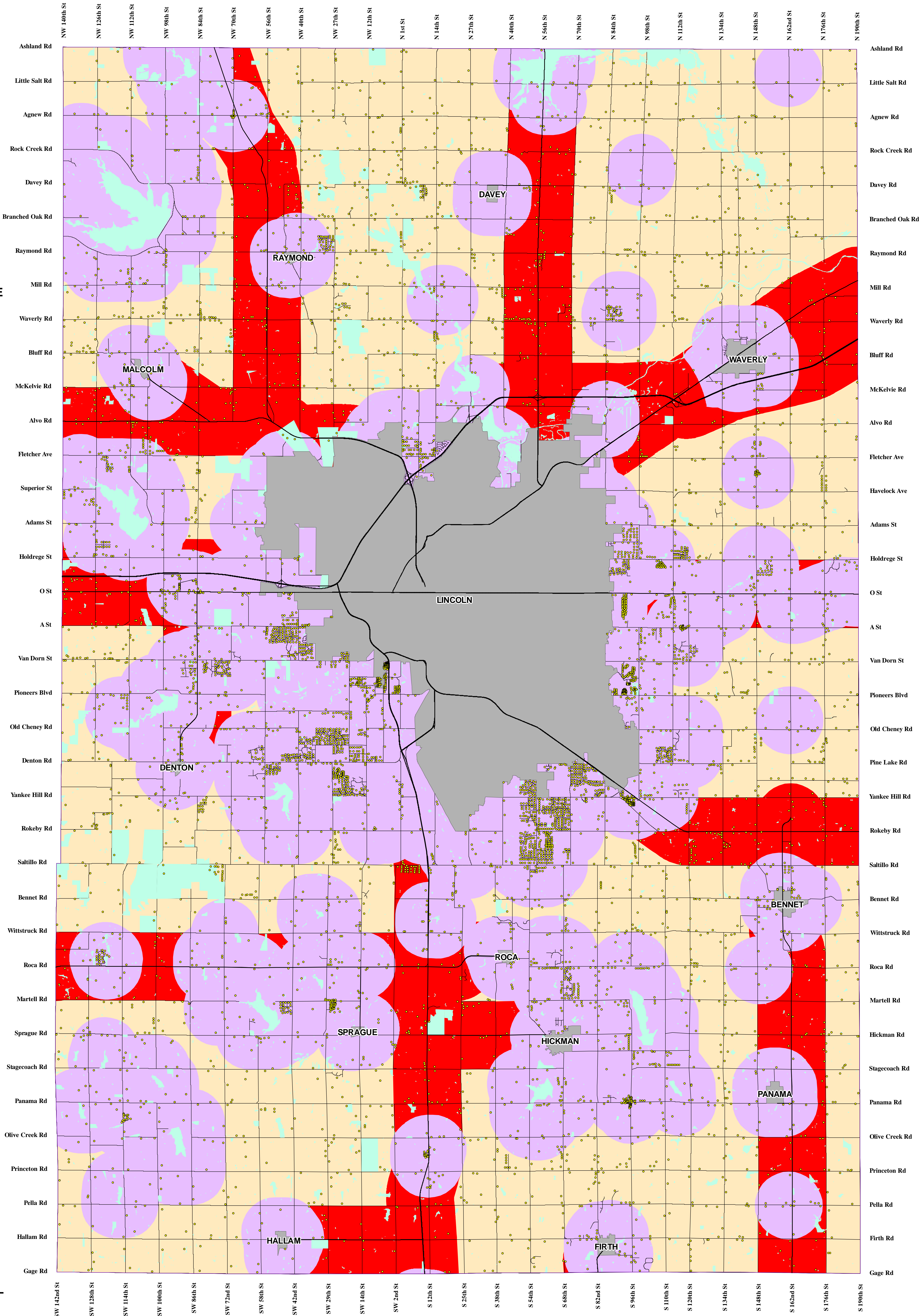
1 MILE BUFFER: CHURCHES
AND HOSPITALS



1 MILE BUFFER: PARKS



1 MILE BUFFER: RESIDENTIAL
ZONING DISTRICTS



MOTOR SPORTS TASK FORCE : LOCATION ANALYSIS

- Area Within 1 Mile of State or Federal Highway
- Area Within 1 Mile of Specified Zoning Criteria (LMC 27.63.570)
- Environmentally Sensitive Areas And Airport Approach Zones
- Existing Dwelling Unit



Lincoln-Lancaster County
PLANNING DEPARTMENT
Creating the Information Systems
227 West 10th Street
Lincoln, Nebraska 68501
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History of Drag Racing in Nebraska

Nebraska has a rich heritage of Drag Racing dating back to the 1950's. Car clubs throughout eastern Nebraska have staged events from area military air fields and airports to organized drag racing at dedicated facilities. Some of the earliest drag racing in Nebraska occurred in the early 1950's. at Scribner when area car clubs convinced Curtis LeMay with the military to allow them to run their cars at the air field runway in Scribner.

Racing was also held from the late 1950's to around 1968 at Flightland, which was north of Omaha. Cornhusker Raceway just outside of Omaha in the Millard held drag racing events from 1968 to 1973. Sioux City had racing events from the late 1950's to early 1960's. Grand Island had a race track in the late 1950's and then closed in the early 1960's as well and then some of their equipment was moved to Kearney where Kearney Raceway Park is still in operation today. Lincoln also hosted drag racing events at the air base from the late 1950's to the mid 1960's.

Missouri Valley Timing Association

The Missouri Valley Timing Association (MVTA) was instrumental in organizing drag racing events throughout the eastern Nebraska area. The MVTA was originally founded in 1948 as a profit corporation by a group of area hot-rodders returning from World War II. Its name was derived from the Missouri Valley River Basin area sandwiched between Iowa and Nebraska.

It was originally designed as an organization to work with and coordinate the car clubs in the area with the local police departments. In the early years car clubs were geared towards racing. Some clubs even had a "club car" with the whole club working on and putting money into. Clubs were heavily male oriented, not the family organizations as they are today.

MVTA met fairly regularly with each club sending two representatives on their behalf. This continued until the early 1970's and then interest declined when the only operating drag strip, Cornhusker in Millard, closed in 1973 to future development in the area.

Interest for a drag strip was revitalized in 1978 by three men, Ralph Howard, Gus Gast and Tom Grasso. The three reformed the MVTA name and corporation and Omaha artist Jack Edward, designed the logo. This time, however, the MVTA was formed under nonprofit status for the sole purpose of organizing area racers to get another drag strip operating. Despite the doubters and the many obstacles of obtaining permission from Dodge County, the many hours of volunteer work and sacrifice from the drag race enthusiasts in this area, on April 27, 1980 the dream of having a local track was realized again with the opening of the Nebraska Motorplex in Scribner.

The MVTA continued to provide support along with improving the Motorplex facility through the year 1999.

Nebraska Motorplex

Drag racing at the Scribner can be traced back to the early 1950's when local car clubs convinced Curtis E. LeMay, commander of SAC and aviation legend, to run their cars at the Scribner Army Air Field for a few years. The air field was eventually closed and the government sold the property to four local farmers.

The organizers of Cornhusker knew their time was limited with racing based upon development at Millard and after a few years of operation, it closed in 1973. Interest in a new facility was growing and sites all over eastern Nebraska and western Iowa were looked at for building a future race track. Finally in 1978, three men, Ralph Howard, Gust Gast and Tom Grasso reformed the MVTA to look at trying find a suitable site to race. A meeting with the land owners of the old Scribner Air Field was held and an agreement was made to lease the air field to once again bring organized Drag Racing back to eastern Nebraska. The agreement was made, they have the place to race, but now the real work was ahead of them.

The air field runways were in very poor shape from neglect and it wasn't very smooth and required a lot of preparation to make it race ready. A huge amount of volunteer effort of racers in their various professional fields from electricians to construction workers along with their vehicles and support equipment were used to construct the guard rails, route the wiring for the timing equipment and install the power to run the track equipment. Power was brought

in to the facility and a well installed to supply water to the track. A Timing Tower was built along with other facility buildings. Many people to numerous to name donated many hours of their time to make the facility a reality.

All of their efforts were finally realized when the track was opened on April 27th 1980. Response was tremendous with hundreds of racers and spectators attending. The MVTA continued to make improvements with moving the old Cornhusker Timing Tower from Millard to Scribner and building more grandstands. They continued to lease the ground and operate the track until the mid 1980's when Omaha home builder and racer Corky East purchased the Motorplex.

East, since owning a home construction business, used his construction expertise in updating the facility including restrooms with showers, larger grandstands, adding another story to the Timing Tower, installing lighting, and building concession stands. All his efforts to improve the facility and switching sanctioning bodies to IHRA allowed the Motorplex to hold IHRA National events in 1993 and 1994. Don Garlits and Shirley Muldowney headlined these events along with national TV coverage from ESPN. These National events filled the Motorplex to capacity making it the largest spectator and motorsports event in Nebraska. Top Fuel cars, Jet Cars and IHRA sportsman racers from all over the country raced at these two National Events.

The Motorplex then switched back to the NHRA in the late 1990's and in late 1999, it was announced that track was for sale and would either be sold or not open for the year 2000. No buyers come forward to purchase the Motorplex and it appeared like there would be no racing for the 2000 season.

Thankfully, Lincoln Nebraska resident Greg Sanford recognized the opportunity to continue drag racing in eastern Nebraska and purchased the Motorplex. He had been trying to build a motorsports facility in the Lincoln area and had looked at several sites in and around the city in the late 1990's, He fortunately decided to step in and buy the Motorplex to continue to give the racers and motorsports enthusiasts a place to race. A deal was struck in April 2000 to purchase the Motorplex, and the facility was up and running again. Greg continued to improve the facility with updated lighting, better grandstands, improved PA system with FM radio announcing, extending the concrete from the starting line and finally grinding and leveling of the track which dramatically improved the race surface making it one of the fastest tracks in the Midwest. The Night of Fire during the NHRA Division 5 race continued to pack the grandstands during the race season.

At the divisional race in August 2005, it was announced that the Motorplex was once again going up for sale and would not be open for the 2006 season. Many racers and race fans hoped someone would purchase the facility, but no one came forward and the tracks final race was in November 2005.

Racers and race fans appreciated the extended time that they had a facility to race at knowing that the Motorplex would have closed in 1999. We would all like to thank the Sanford family for their many sacrifices to keep the track open the last 5 years and the many improvements to the Motorplex since they owned it and wish him continued success at building a facility in the Lincoln area.

Greg is continuing his plans on building the fastest and most fan friendly facility in the Midwest. Racers and motorsports enthusiasts can look forward to the next chapter of drag racing and related events in Nebraska with bringing this entertainment venue to Lincoln.

So you want to build a race track.

Where do you build it? How big should it be?

You want to find a location that has a relatively high population base to make it convenient for local racers to attend the Friday Night, or weekend bracket races. For Nebraska that means you would want to be close to the Omaha-Council Bluffs or Lincoln metropolitan areas. This also makes the facility more attractive to various racing associations for holding event in the area. The fans and racers have good access to local lodging and restaurants when the race track is within 5 miles of the city.

The track should be located on a paved highway to allow for good access in and out of the events. As consumers, we all expect convenience. Locating close to I-80 will help draw in the fans and racers for larger events. The State and Federal highway administration want any facility to be at 2 miles from the interstate to avoid traffic backing up the exits for large events. Good highway access also helps to minimize the impact to the neighboring areas of the metro area. The easy access keeps the disruption of traffic to as small an impact as possible.

You would want to find a location that finds a compromise with the surrounding area. The location would be one which impacts a relatively small number of people in a one mile radius. Look around the county and find those locations that are relatively low. Industrial areas may be feasible. Ag areas are definitely feasible. Most tracks built in the country in recent years have been built on agricultural land. An agricultural location also will tend to reduce the number of people impacted on neighboring properties.

The potential property must have a length of a mile to build a drag strip. You need $\frac{1}{4}$ mile for the track and $\frac{1}{2}$ mile for the shutdown area. Other drag strips in the country hold large events such as national and divisional events with sites having 115 acres to 140 acres on the small side. The goal would be to have more than 140 acres for a drag strip facility.

Drag Strip Location Criteria:

- 1) Located near the Metro Lincoln area
- 2) Locate within 5 miles of the city
- 3) Locate on a paved road with good access to I-80.
- 4) Locate more than 2 miles from the interchange to I-80
- 5) Property must have a length of 1 mile for track construction
- 6) Property must have 140 acres or more.
- 7) Industrial and Agricultural areas are best locations
- 8) Location should evaluate the number of people in 1 mile radius and select an area with a relatively low number when compared to population density in the county.
- 9) The Property must be available for purchase to develop.

Why not build the track at Airpark?

The property at Air Park near the airport is owned by the Lincoln Airport Authority. The rent on the property would be about \$2.5 million per year. That is equal to the cost to construct the track. If they were to raise the lease, you can't take your race track with you.

The airport is measured on sound levels over a 24 hour period. They register sound in decibels for a 24 hour period and produce a measure called a Day-Night Level or DNL. Addition of a race track will increase that DNL for the airport.

The airport is in a great big bowl with a concrete bottom. The measures to mitigate sound travel at the airport is much less than a site that allows for building earthen berms along the track sides to limit sound travel. The houses on the hills around the area have a straight shot at the sound travel from the airport.

The traffic for large events can't be handled at Air Park. That was shown by the 2006 Air Show. The track needs to have better highway access and not empty into an existing residential neighborhood such as Arnold Heights area.

One other problem, LAA has said, "no way". The Air Park location is not possible.

Why not build the track at the old Arrow Airport / City garbage dump site?

Again, it is government owned property. You can't take the track with you when they raise the rent.

If you could buy it, you would never want to buy property that is located over a garbage dump. You could become liable for any future environmental problems that arise from the garbage buried there.

A landfill is also poor for construction of a drag strip. The track surface needs to be on ground that won't settle. The garbage dump would be too unstable for the long term operation of a safe, flat and smooth racing surface.

The old Arrow Airport on N. 48th street is not possible.

Why not build it in the West O street area?

That may be a possibility, but if you look at population density, West O has a much higher number of people in the area than the north Highway 77 area. There are many

new houses built west of the airport, and south of West O along the West A street neighborhoods. The parcels of land available that have the required size also appear limited.

Another consideration is the request from the highway department that the facility be a couple of miles from the Interstate exchange. This is so that traffic for large events won't back up onto the interstate. The potential sites at that exit are closer than 2 miles to I-80. The roads off NW 48th Street are all 2 lanes, and won't handle the traffic that large events would generate when you add in the local traffic to the housing areas west of the airport.

The next I-80 exit is 8 miles further west of Lincoln at the NW 154th street Pleasant Dale exit. It has less local traffic so the 2-lane highway may not be as much of a limitation. This site has no prospects for additional development which might benefit Lincoln. It is farther from town and would not attract the investment in any new commercial or industrial enterprises in that area.

The west side is on the opposite side of Lincoln from the Omaha-Council Bluffs population and would add to the travel distance for those customers. There are other areas that would be more attractive to the hotels, a truck stop and retail business that could grow along with the race track.

The possibilities in the West O street area may be there, but appear to be very limited at this time.

Estimated Economic Impact to Crow Wing County from a National Hot Rod Association Event

Brainerd International Raceway

Daniel L. Erkkila, Ph.D.
Tourism Center
University of Minnesota

March 15 2005

UNIVERSITY OF MINNESOTA



Brainerd International Raceway (BIR) has been viewed as a vital part of the Brainerd Lakes Area economic scene for 35 years. For the area, its events generate national and even international attention on an annual basis.

BIR's major event, the National Hot Rod Association (NHRA) Nationals drag race, has been an annual draw for 23 years. Every year it attracts between 30,000-40,000 people daily for its three-day event. It is estimated that another 3 million watch it live on network television (ESPN2), which televises the Sunday final race. Every lodging property within 60 miles is affected, and the same can be said for businesses, such as restaurants, gas stations, grocery stores, etc.

This discussion highlights the economic impacts from this one three-day event to the Crow Wing County area where BIR resides.

Terms and Methodology

Regional economic impacts are typically described by three components: direct, indirect and induced impacts or effects. Direct impacts are the immediate, first-round expenditures generated as firms expand production to supply the increased demand of an airport's or airport-related firm's goods and services. Indirect impacts are the intermediate sales as businesses buy inputs for their productive use. An example of this would include a restaurant replenishing food supplies or hiring services (e.g. accountants). Finally, induced impacts come from increased household income and the resulting expenditures of employees spending earnings in the local economy.

Impact measures typically quantify the following:

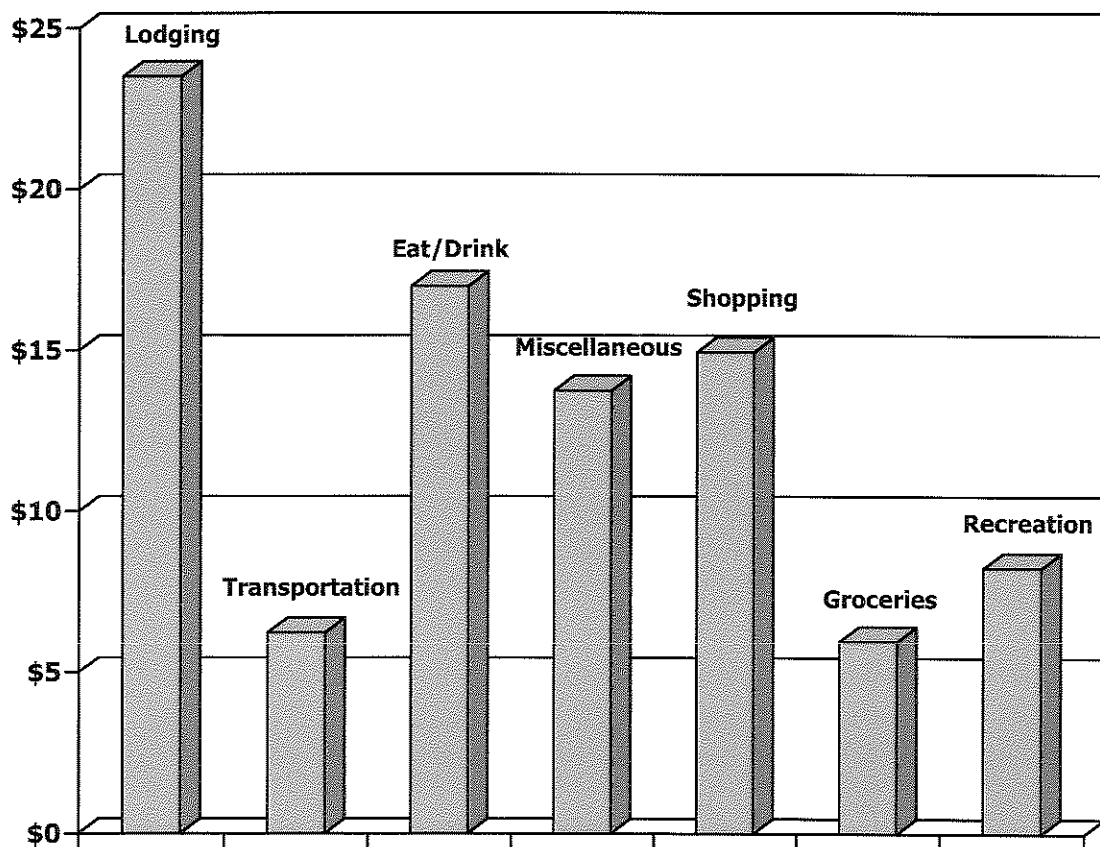
- Gross Industry Output – total industry production (shipments plus net additions to inventory)
- Employment – annual average full and part-time jobs
- Total Value Added – value added to intermediate goods and services. Total of employee compensation plus self-employment income, plus other property income plus indirect business taxes.

Determination of the three components of impact, measured in gross output, employment and total value added was done with the help of the IMPLAN¹ model. IMPLAN is based on an input-output method of economic impact estimation that traces commodity flows from producers to intermediate and final consumers. Its level of detail is the county level and is based on the Bureau of Economic Analysis conventions for input-output analyses.

¹ IMPLAN (Impact Analysis for PLANning) was originally developed for the USDA Forest Service for land and resource management planning. It is a sophisticated, yet flexible tool that uses microcomputer software and database from federal and state data sources to allow for economic impact assessments and analyses. Refined later by the University of Minnesota, it is now managed and supported internationally by the Minnesota IMPLAN Group, Inc., Stillwater, MN.

A model of the Crow Wing County economy was constructed with IMPLAN using the most recent (2001) IMPLAN data set for Minnesota. This model was used to estimate the impact of 35,000 visitors daily, for three days (105,000 total visitor days) on the Crow Wing County economy. A necessary consideration, in addition to the estimate of visitors, was the amount of daily spending these visitors would exhibit. For that, a spending profile was used based on a 2001 survey of more than 800 Brainerd Lakes area visitors and is displayed in Figure 1 below.²

Figure 1. Visitor Spending (Per person/day)



² University of Minnesota Tourism Center. 2001. *Study of Current Area Tourists: Customer Profiles – Brainerd*. St. Paul, MN.

Results

The economic impact to Crow Wing County from 105,000 visitors at BIR for the three-day NHRA event is shown in Table 1 below.

Table 1. Estimated direct, indirect and induced economic impacts to Crow Wing County from a three-day NHRA event at Brainerd International Raceway.³

	Direct	Indirect	Induced	TOTAL
Gross Output (millions \$)	\$6.63	\$1.39	\$1.58	\$9.60
Employment	192	17	20	229
Value Added (millions \$)	\$3.62	\$0.84	\$0.94	\$5.40

The estimated \$6.63 million in direct effects are in the primary economic sectors of tourist sales (e.g., eating and drinking, retail shopping, lodging, etc.). The indirect effects of \$1.39 million represent local business sales directly to the businesses selling to tourists. The service sector, along with construction, transportation, communication, utilities, finance, insurance, banking, etc. are all strong intermediate providers to tourism firms in the area. Finally, all this economic activity affects the people who take home income from their jobs. These induced effects measure this economic activity, estimated to add another \$1.58 million to the county. The estimate of jobs associated with this economic activity is shown as well.

³ Financial values are in current (2005) dollars; employment is expressed in full and part-time jobs.

NHRA: World's largest auto racing organization

Nestled in the quiet community of Glendora, Calif., just minutes east of downtown Los Angeles, is the world's largest and loudest auto racing organization, the National Hot Rod Association (NHRA). Since it was founded by Wally Parks in 1951, NHRA has been dedicated to safety while providing millions of racing fans with The Extreme Motorsport™: the fastest and most spectacular form of entertainment on wheels.

With 80,000 members and more than 35,000 licensed competitors, NHRA is a thriving leader in the world of motorsports. Parks initially started NHRA as a means of getting hot rodders off the streets and on to legal dragstrips. Since those early days, NHRA has evolved into the largest promoter of professional drag racing in the world. Today, with more than 300 dedicated employees, NHRA offers drag racing opportunities for hot rod enthusiasts of all levels, from kids ages 8-17 in the NHRA O'Reilly Auto Parts Jr. Drag Racing League all the way up to the top of the professional ranks with the organization's \$50 million NHRA POWERade Drag Racing Series.

While the grassroots racing organization has come a long way in more than 50 years of operation, there are some things that will never change. It's easy to see why fans are so committed to NHRA drag racing, because they continue to have the best access to the behind-the-scenes action of racing. NHRA's open-pits policy allows fans to get an up-close and personal view of the way teams rebuild engines in less than 75 minutes. Drivers are often found in their pit area, signing autographs and chatting with fans. That is just one reason why NHRA fans continue to be some of the most loyal in any sport.

One hundred forty member tracks across North America host NHRA competitions in NHRA's seven geographic regions. In addition to the marquee POWERade Series, which crisscrosses the United States, making 23 stops in 21 cities over the course of nine months, NHRA offers popular weekly grassroots programs at many of its member tracks. One of the most popular is the NHRA Street Legal Drags presented by AAA program, which offers the opportunity to compete in grudge-match-style drag racing. Serious weekend warriors can compete at their local track in the Summit Racing Series, which crowns national champions each season. Two developmental series are available for those who are interested in a career as a touring pro: the NHRA Lucas Oil Drag Racing Series and the NHRA Xplōd Sport Compact Racing Series.

NHRA's key business partners include the Coca-Cola Co., whose POWERade brand sponsors the top touring series, and Lucas Oil Co. and Summit Racing Equipment, which both sponsor key developmental touring series. All of NHRA's major series receive television coverage from NHRA's exclusive multimedia partner, ESPN Inc. A sample of the active official sponsors involved in the sport include Budweiser, Sears Craftsman, Fram, Pontiac, Checker Schuck's Kragen, and GMC.

In an independent survey conducted by *SportsBusiness Journal* in 2003, NHRA was ranked high in a variety of categories reflecting sponsor satisfaction, including Best Value for the Money, where NHRA was ranked first among 16 major sports, including the NFL, NBA, MLB, and NASCAR.

While Top Fuel dragsters routinely cover a quarter-mile distance in 4.5 seconds at more than 325 mph, NHRA is moving just as fast in popularity with auto racing fans. Second to only

NASCAR in terms of attendance, fan appeal, and sponsorship commitment, NHRA is moving quickly into mainstream America.

NHRA is all about diversity. With more than 20 categories of competition, including Top Fuel, Funny Car, Pro Stock, and Pro Stock Motorcycle at the professional level, to a multicultural array of high-octane personalities it calls world champions, NHRA thrives on unique competitors accomplishing unique achievements. For example, in 2003, Hispanic racer Tony Pedregon won the NHRA POWERade Funny Car world championship. Meanwhile, African-American Pro Stock Motorcycle racer Reggie Showers -- a double amputee below the knees -- won his first NHRA national event. At the same time, pioneer female racer Shirley Muldowney, a three-time NHRA Top Fuel world champion, retired from the sport at age 61. Indeed, there is something for everyone at NHRA.

Information about the NHRA is available in various forms including the weekly newspaper, *National DRAGSTER*, and highly acclaimed NHRA.com. The award-winning weekly publication *National DRAGSTER* covers every race from the first sportsman run to the final POWERade blast in winner's circle. NHRA.com has won several awards for its innovative, interactive coverage of all forms of NHRA drag racing and provides daily results, feature stories, and breaking news at the click of a mouse. ESPN2 again will provide exclusive television coverage of the NHRA POWERade Series, NHRA Xplōd Sport Compact Racing Series, and the NHRA Lucas Oil Drag Racing Series, with same-day tape or live coverage in most instances. Thousands of media outlets across the country, including the Associated Press and *USA Today*, provide regular coverage of NHRA racing.

Keeping with Parks' original philosophy, current President Tom Compton now guides the sport and assures that safety and technological improvements will remain a top priority. Progressive changes will help the NHRA continue to fulfill its leadership role in the motorsports world well into the future. The NHRA will protect and further the best interests of the sport, constantly lobbying for beneficial safety and insurance legislation for auto enthusiasts.

Participation on and off the track has made the NHRA POWERade Drag Racing Series one of the most popular forms of racing, reaching thousands of fans, members, and sponsors a quarter-mile at a time.

National Hot Rod Association
<http://www.nhra.com/>

NHRA POWERade® Drag Racing Series

The National Hot Rod Association (NHRA) was born over 50 years ago out of the desire of many Americans to race their cars on the streets.

Drag Racing fans are extremely loyal to the sport and are often involved in racing their own creations locally. The NHRA offers a family-friendly atmosphere where the pits are open to everyone. It is one of the few series with an even spread of events geographically.

Points of Interest

- Nearly half of the NHRA's fans bring their families to the track.
- The average NHRA fan is a hardworking, high-school educated American.

NHRA night qualifying sessions provide plenty of horsepower-driven fireworks and attract huge crowds on Friday nights.

NHRA fan demographics

70% of NHRA fans surveyed said they were more likely or somewhat more likely to use a sponsor's product seen in an advertisement
23% intend on buying a new vehicle within the next year
86% will buy a domestic vehicle
33% drive a pick-up
76% live in a single family dwelling
84% are between the ages of 21 and 49
52% earn from \$30,000 to \$75,000 per year

ADVERTISING INFORMATION

Join the family of brands who know NHRA sponsorship gives you name recognition in the marketplace. Whether your brand is automotive or non-automotive, NHRA's demographics meet your marketing goals.

AUDIENCE PROFILE

NHRA Fan Profile:

- Male 78%
- Average age 41
- Married 56.3%
- Homeowner 89%
- Attended/graduated college/technical school 64.5%
- Average household income \$63,720
- Source: Scarborough Research 2005

The NHRA Delivers:

- More than 33 million fans with desirable demographics
- 23 events televised nationally on ESPN2
- Fans with unmatched loyalty to the sponsors who support their sport
- An exciting, motivating environment for successful marketing

How does a drag strip benefit Lincoln and Nebraska?

Local Racers

There are several hundred regular drag racers in eastern Nebraska. There are hundreds more participants that drive their street driven cars to the track a couple of times a year to have some fun and see how fast their cars are in a ¼ mile. They can do it in a safe place and have some fun with their friends.

How do they benefit the local economy? They local racers buy gas and oil, tires and parts from local stores to get their cars ready to race. They have to maintain the investment in their cars and engines. Local machine shops build racing engines and perform service to keep those engines in top condition.

A drag racer that has a car built specifically for racing will invest anywhere from \$10,000 to more than \$50,000 in that car. A lot of that money gets spent at local parts stores and machine shops. He or she will also need a trailer to tow the race car to the races. You can expect to spend anywhere from \$2000 to over \$10,000 on a trailer, depending on the type you want or need. Local dealers sell those trailers. If you have a trailer, you need something to tow it. A pickup, SUV, van or medium duty truck will be needed. Local dealers sell those trucks. Those trucks and trailers need to be maintained. The service and parts are bought from local businesses.

The expenses for a racer that attends most of the racing season will range from \$2,000 to over \$10,000. Just the local racers will have an economic impact of over \$1,000,000.

Visiting Racers

Large events will bring in racers from outside of Nebraska. Many of these events can bring in 300 to 500 race cars from around the region. Racers don't travel alone. They will have family and friends for help and support. You will see an average of 3 to 5 people traveling for each car in competition. Those people require food and lodging. Weekend events also allow the teams to venture into Lincoln and check out the shopping and nightlife.

NHRA holds divisional events that bring in several hundred racers from around the central US region. The new track will have a Division 5 event for NHRA the first year of operation.

Other associations such as NMCA hold races for street-legal cars. Super Chevy and Fun Ford races bring in hundreds of racers of those brands from around the country. There are enough other associations or special events to bring in groups of racers every 3 or 4 weeks from April through October.

How much do these racers impact the local economy? Americruise has been reported to impact the Lincoln economy over one weekend to the amount of \$2,000,000.

Americruise is held for Street Rods and has about 2,500 participants with an average of one or two persons traveling per car. When you compare that to 400 to 600 racers at an NHRA divisional event that bring an average of 3 to 5 people per car, you get the same relative number of people. The number of spectators will probably be as high or higher for the NHRA event than for Americruise.

Events such as Super Chevy, or GoodGuys street rod, or various forms of Muscle Car / Street Legal Drags would also be of comparable size.

With one NHRA divisional event, and a conservative estimate of two other large events, the track would have over \$6,000,000 in local economic impact.

Local Business

A race track is special in the way it impacts local business. Race tracks bring customers that actually spend more money at other businesses than they spend at the race track.

Hotels, restaurants, gas stations, auto part stores, machine shops, and retail stores all benefit from the activity going on at the drag strip. The fans and racers have to eat, sleep and travel. The racers have to build and maintain their race cars, trucks and trailers. They spend money.

A race track will bring more impact to local business than other sports and activities. A race track is a well spring of economic impact for the whole area. The businesses outside the track will see a greater benefit than what the track itself realizes.

Development Investment

The track will cost over \$2,500,000 to construct. That is money spent with local contractors and carpenters. The property value will increase due to the investment and the commercial nature of the business. The track will expand and grow the facilities after it begins operating, so the investment doesn't stop.

Commercial property is worth more than residential property. The property along Highway 77 is prime development land for the future commercial and industrial for Lincoln.

Race tracks bring other development to the area around them. This is shown in the area around Kansas Speedway. Some fans drop family members off to go shopping while they attend the races.

NEBRASKA IS A MOTORSPORTS AND CAR HOBBYIST STATE

Here is an idea how huge the car hobby and racing is here in Nebraska. This proposed facility in Lincoln, would offer not only a racing and entertainment venue for automotive enthusiasts in Nebraska, but all over the country. THIS FACILITY WILL PROMOTE TOURISM TO NEBRASKA. Look again what Kansas is doing.

The drag strip that is proposed can offer so much more than just drag racing. It differs so much from a circle track such as Eagle Raceway because it can provide so much more activities and events for the automotive hobbyist. Eagle Raceway does not offer paved parking and a track facility that offers any vehicle to participate and race on the track. A dirt oval track like Eagle Raceway only allows off road cars that are specifically designed to this race venue.

A drag strip in comparison, offers automotive enthusiasts a wide variety of events for them to enjoy this facility. Events including car shows, swap meets, car club meetings, and racing from your family sedan to purpose built race cars. This wide variety of events will draw visitors from all over the country. NHRA Division races and weekly bracket races will draw in visitors from all over the Midwest. Friday night street racing would provide the opportunity for people young and old to gather and race cars from street legal to purpose built race cars. Car shows like Americruise will bring out of state visitors to Nebraska.

These events will bring people to Nebraska and with multi-day events, bring them to Nebraska to spend money on shopping, motels, restaurants and other tourism businesses.

The list of people involved with the car hobby is huge in Nebraska. The Eastern Nebraska-Western Iowa car council represents many clubs of car hobbyists. Here is some of their website information to hopefully give you an idea on how big "car hobbyist's" are in Nebraska and what it could do to bring the much needed tourism dollars to Nebraska. This is only Nebraska information, multiply that by all the surrounding states. Most all of these club members would attend as fans or participate in events planned here.

It would be safe to say the events planned at the proposed Nebraska Motorplex would provide benefit to almost any car enthusiast or hobbyist in Nebraska and our surrounding states and beyond. One event that stands out on this list is the March Swap Meet at the State Fairgrounds; this event brings in over 20,000 people from all over the country to attend this meet.

Listed below is information on the "Car Council" and a calendar of events. As you can see, there are car shows and events throughout the year. A motorplex in Lancaster County would definitely bring motorsports enthusiasts and hobbyists to Lincoln.

Eastern Nebraska Western Iowa Car Council (ENWICC)

OUR MISSION

To serve all member clubs and their individual members in a spirit of cooperation and fraternity.

To encourage the acquisition, restoration, preservation, and maintenance of collectible old and special interest automobiles.

To serve as a clearing house for historical and technical information beneficial to and required by member clubs.

To support sound and protective legislation and regulatory actions. To defend vigorously the rights and privileges of the old car and the special interest hobbies to use of the public highways, byways, and streets. To protect and assure sound licensing provisions in State Laws and local ordinances.

To publicize our hobby: to bring favorable public reaction to bear upon the hobby, and to make legislative authorities and the general public aware of the existence of the hobby and the intrinsic value of preserving a part of automotive history.

To negotiate needful reforms and consolidation of insurance protection at the lowest levels for all clubs and their affiliated members.

To perform such other promotional and community service programs as will reflect to the credit and success of the automotive hobby.

Affiliate Clubs

81 Cruisers	Meadowlark Model "A" Club
AACA - Nebr Region	Midwest Antique Auto Club
Buick Club Of America-Crossroads Chapter	<u>Midwest Camaro Club</u>
<u>Camaros Inc.</u>	Midwest Fieros
<u>Capitol City Ford Club</u>	<u>Midwest Ford Clubs Inc.</u>
Centennial Model T Club	<u>Midland Nomads</u>
Chevrolet Classics Club	Midwest Street Rod Association -
<u>Classic Car Club Of Onawa</u>	Columbus
Classic GM Truck Club	Midwest Street Rod Association - Omaha
Classy Chassis Car Club	Missouri Valley Chapter - BMWCCA
Cornhusker Model "A" Club	<u>Nebraska Corvette Association</u>
Cornhusker Model "T" Club	Nebraskaland Model "T" Club
Corvair Midwest Club	Nebraska Rod & Custom Assc.
Crossrods Car Club	Nebraskaland Thunderbird Club
Custom Classics	Nifty Fifties Ford Club
Early Chariots Of Council Bluffs	No Limits Truck Club
Early Ford V-8 Club	Omaha Early Ford V-8 Club
Early Wheels of Iowa	Omaha Horseless Carrage
<u>Early Wheels Of Iowa</u>	Platters Car Club
Enwi Vcca	Plymouth Owners Club
For-Mer-Linc	Pontiac Owners Association
<u>Fremont Antique Car Club</u>	Rapid Transit System
Great Plains Oldsmobile Club	Rebels Car Club
Great Plains Woodies	River City Classic Car Club
Greater Omaha WPC Chapter	River City Kruisers
Heartland Cruisers	<u>Road Gems Car Club</u>
Heartland Late Great Chevys	Saunders County Auto Association
<u>High Impact Performance Mopar Club</u>	<u>Slo Rollers</u>
<u>Hudson, Essex, Terraplane Club</u>	Street-Tiques
I-29 Custom Cruisers	Studebaker Drivers Club
Kool Kustoms of Grand Island	Twin River Cruisers
Legends Car Club	Willys-Overland-Knight-Registry
Lincoln Area Street Rods	Vintage Iron Club

2006

– Calendar of Auto Related Events Compiled by the Eastern Nebraska Western Iowa Car Council as a Public Service for the Hobby.

The Car Council does not assume responsibility for any event published except
For Car Council Sponsored Events!

March

10-12 Nebraska, Omaha - Annual O'Reilly Auto Parts World of Wheels. Auto Show ,
Omaha Civic Auditorium Midwest Street Rod Association, . Jim Karls, (402) 478-
5277

12 Nebraska, Lincoln - Annual Rocky Manginelli Swap Meet, held at Nebraska
State Fair Park, NEBRASKA's # 1 Swap Meet "The first and largest swap meet of the
year held in Nebraska!" This is the annual event that gets the hobby going for the year.

15 Nebraska, Lincoln – Monthly Car Council Meeting, 7:30 PM

17-19 Kansas, Kansas City – World Of Wheels – John (816) 415-2170

26 Power Drive – Lincoln Open – Lincoln South West High
ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

April

Weekly Cruises

Last Tuesday of Month – Dusters Restaurant

[Columbus Ne.–Rick Campbell –562-7009]

Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln

Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha

Thursday's – T's Tavern 78th Military, Omaha

Friday's – Culvers, S 76th & Pioneer. – Lincoln

Friday's – Don & Millies Hwy 30 West - Fremont

Friday's –Crossroads Travel Center –4 Mi.East of Neb City Jct I-29 and Hiway 2

Saturday's – Culvers, N. 27th by Sam's. – Lincoln

Saturday's - Stu's 90th 2 blocks No. Of Maple - Omaha

1 Power Drive –Cuming County Open – Cuming County Fair Grounds-Westpoint NE
ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

2 Nebraska, Wahoo – Spring Swap Meet, Saunders Co. Fairgrounds sponsored by

Saunders Co. Auto Association, VENDOR Info: Dwain Heiser 402-443-4803
GENERAL Info: Dick Jurgens 402-443-5025

- 7 Power Drive – Alternate Fuel Odyssey – Central Community College – Columbus
NE

ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

- 7-8 Oklahoma, Oklahoma City – NSRA National Event - State Fair Park -

8 Power Drive – WSC Spring Rally – Wayne St. College
ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

- 8-9 Ararat Shrine Swap Meet and car corral by Ararat Shrine at Woodlands Horse &
Dog Tracks, Kansas City, Mo. 9700 Leavenworth Road. All rates up \$5 from past.
Info: Ararat Shrine Car Swap Meet, 5100 Ararat Drive. Kansas City, Mo. 64129. 1-
800-211-4120 fax - 816-923-6743

- 9 Firth Ne. – Norris High Annual Auto Show. South Parking.
Ed Benes (402) 792-2558 SEE EVENT AD

- 19 Nebraska, Omaha – Monthly Car Council Meeting 7:30
Tangier Shrine 84th South off Center

- 22 Power Drive – Fremont Invitational – Fremont Middle School
ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

- 28-30 Des Moines, IA. Swap Meet Auto Parts, State Fairgrounds @ University Ave.
& E 3rd st. Ted Swartslander , 515-961-2800

- 29 Power Drive – Kearney Power Drive – Kearney Raceway Park
ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

May

Weekly Cruises

- Last Tuesday of Month – Dusters Restaurant
[Columbus Ne.–Rick Campbell –562-7009]
Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln
Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha
Thursday's – T's Tavern 78th Military, Omaha
Friday's – Culvers, S 76th & Pioneer. – Lincoln
Friday's – Don & Millies Hwy 30 West - Fremont
Friday's – Crossroads Travel Center –4 Mi. East of Neb City Jct I-29 and Hiway 2
Saturday's – Culvers, N. 27th by Sam's. – Lincoln
Saturday's - Stu's 90th 2 blocks No. Of Maple - Omaha

- 5-7 Tennessee, Knoxville– NSRA National Event – Chilhowee Park -

6 Power Drive – Bull Dog – North Platte Memorial Park
ww1.oppd.com/edu/powerdrive/calendar.cfm SEE EVENT AD

- 6 Shenandoah, Iowa – Shenandoah Chamber & Industry – Assoc, K.S.&J. Chassis LLC
Car

show – Downtown 808 W Thomas Av. Shelly Smith (712)246-3455 SEE
EVENT AD

- 7 Nebraska, Goehner – Seward County Museum Annual – 8AM – 4PM – Train rides
for kids

Popular Vote – Raffle and Door Prizes, goody bag and event plaque – VB
Johnson (402) 523-4460

- 13 Elkhorn Power Drive State Championship - OPPD Power Drive – Quest Center,
<http://ww1.oppd.com/edu/powerdrive/index.cfm> SEE EVENT AD

- 17 Nebraska, Lincoln – Monthly Car Council Meeting 7:30
USA Steaks 27th Cornhusker

- 18-21 South Dakota, Murdo – Pioneer Auto Murdo In May - Swap Meet 18-21, Auto
Auction 20th

Car Show 21st – (605)669-2691 – Pioneer Auto Museum, PO box 76, Murdo,SD
57559-0076

- 20 Nebraska, Grand Island –Annual Charities Tour sponsored by the Island Area
Cruisers.

Benefits “CHAD” Foundation Info: Dick LeBeau ,IACruisers, PO Box 5423 Grand
Island,Ne 68802 or 402-463-3547 Grand Island Walmart @ US 281 & 13th st.
SEE EVENT AD

- 20 Nebraska, Waverly – Camp Creek Treashers Antique Machine Swap Meet –
Info: Box 122,

Waverly Ne. 68462. (402) 665-3451 & 443-4649

- 20-21 Wichita, Ks. – Midian Shrine Annual Swap Meet – Wichita Greyhound Park, I35
&61st No.

Bill Bailey (316) 648-2885

- 21 IA, Missouri Valley – Annual Prairie Region Plymouth Oweres Swap Meet
Dennis Cutshell (712) 545-3014

- 21 Nebraska, Grand Island – Annual Swap Meet – Grand Island Mall Parking Lot –
Vintage & Classic Wheels Info: Bill (308)-384-7106 Jan (402)384-2622
SEE EVENT AD

- 21 Iowa, Council Bluffs –Annual Orphan Car Show and Shine at Sam’s Club Parking
Lot – 3221 Centre Drive, East Side of So Express way – Manawa Exit by the Studebaker

Drivers Husker Chapter, Info: Buzz Fleek, 2520 No. 60th St. Omaha Ne 681104-4113
402-553-6705

26-28 Missouri, Springfield – NSRA National Event – Ozark Empire Fair -

27 Tecumseh, NE. – Horse & Buggy Car Show – Judy Coe (402) 335-5900

June

Weekly Cruises

Last Tuesday of Month – Dusters Restaurant

[Columbus Ne.–Rick Campbell –562-7009]

Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln

Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha

Thursday's – T's Tavern 78th Military, Omaha

Friday's – Culvers, S 76th & Pioneer. – Lincoln

Friday's – Don & Millies Hwy 30 West - Fremont

Friday's –Crossroads Travel Center –4 Mi.East of Neb City Jct I-29 and Hiway 2

Saturday's – Culvers, N. 27th by Sam's. – Lincoln

Saturday's - Stu's 90th 2 blocks No. Of Maple - Omaha

2-4 N.R.C.A. Tour Nebraska – WWW.ne-rod-custom.com - SEE EVENT AD

3 Nebraska, Wilber – Hot Times Downtown Wilber – Car, Truck, Motorcycle
show

\$12 pre 15 day of – Gina Schmitt (402) 821-7280 – Enter on 3rd and Harris St.

3 5th Annual Pre-World War II Swap Meet in Forest City, Iowa, at Heritage Park of
North Iowa on Highway 69 South, at the edge of town.

4 Norfolk, NE. Americas Hot Roddin Back to the Park, TA-HA-Zouka Park,
Legends Car Club & Platte Valley Corvett Club, Dave Fauss & Kurt Smith , (402)
379-4511 or 992-0231

SEE EVENT AD

4 Omaha, NE. Classic Car, MotorCycle, HotRod show and shine, 2823 So 84th st.
Benefits Tangiers Hospital, Earl Taylor (402) 896-9156 (402) 659-6301 SEE
EVENT AD

4 IA, Missouri Valley – Spring Fling Swap Meet and car show – Chuck (402)391-5270
Swap

Ron (402) -896-6775 Show SEE EVENT AD

7-8 Colorado, Pueblo – NSRA National Event – Colorado State Fair -

9-10 Good Guys Indianapolis In. – WWW.good_guys.com

9-10 Nebraska, Gretna – Omaha VW Club Show n shine – Nebraska Crossing Outlet

Mall (show & swap) Jeremy Wade Rodman (712) 322-5835

9-10 Alliance, NE. Thunder On the Prairie Rod Run, Car Show, Dance and Poker Run. 10th & Yellowstone Ave. Route 385 Cruisers, Mike McGinnis (308) 760-6760
WWW.385cruisers.com

9-13 Az. Sedona – Annual Chevrolet Nomad Convention – Hilton Sedona Resort – Chevrolet Nomad Assn (308)384-2622 www.chevnomadclub.com

10 Nebraska, Omaha- Omaha Ford Show –Cars and Trucks – Meadowlark Model ‘A’ Ford Club of Omaha – 63rd & Maple St, Downtown Benson. Don Graves (453-7166

10 Tarkio, MI. – Rodeo, car show weekend - SEE EVENT AD

11 Nebraska, Wahoo – Annual All Ford Picnic – Cornhusker Early Ford V-8 – Smith Park
Jim Snyder 786-2427

11 Superior, Ne. Pleasure Cruisers Annual Show & Shine. Lincoln Park. Arlene Ahrens,
RR1 Box 137. Superior, Ne. (402)879-3797 SEE EVENT AD

11 Diller NE. Annual Jr Cruisers Car Show, Diller City Park, Diller-Odell High School Class of 2008, Jim Lyons (402) 793-5570

11 Schuyler, NE – Spring Festival Car show. SEE EVENT AD

16-18 Nebraska, Norfolk – Northern Rodder – JD Webster (402) 439-2360 / Rob (402) 371-0780
Norfolk Area Nostalgia Nationals – Karl Stefan Memorial Airport SEE EVENT AD

17 Nebraska, Waverly-Waverly Wheels Motorama – Mitch Whiteley (402) 466-4025
SEE EVENT AD

17 Kansas, Belleville – Crossroads Car Festival – Friday Night Crusin – Fathers Day Doane Sells (785) -527-5582 SEE EVENT AD

18 Nebraska, Wahoo – All Makes Auto Show – Great Plains Oldsmobile Lee Bruns (402) 727-4161 David Vollbracht (402) 833-567 SEE EVENT AD

18 Gretna, NE. Annual Mustang Car Show, Nebraska Crossing Outlet center Exit 432, Mustang Club of Omaha, John Brehmer (402) 334-8920 SEE EVENT AD

18 Nebraska, Beatrice – Homestead Days – Outlaw Car Club – South 16th st. Chautauqua Park
Rodney Nelson (402) 768-4030 SEE EVENT AD

18 Lincoln, NE. – St. Marks Show and Shine - 84th & Pioneer Blvd. SEE

EVENT AD

- 21 Nebraska, Omaha – Monthly Car Council Meeting 7:30
Tangier Shrine 84th South off Center
- 21-24 IN, Indianapolis – National Plymouth Spring Meet – Dennis Cutshall (712) 545-3014
- 23-25 Minnesota, Minneapolis/St.Paul – Annual Back to the 50's Car Show Weekend by Minnesota St. Rod Association at the State Fairgrounds. Info: MSRA Back To the 50's PO Box 22, Pine City, Mn. 55063-0022 651-641-1992 WWW.MSRA.com
- 23-25 TN, Nashville – Good Guys – WWW.Good_Guys.com
- 24 IA, Onawa – Graffiti Night –Car Show and Cruise Night – Onawa Community Center
Freddie Wonder (712) 423-2411
- 24 Nebraska, Omaha – Hi Performance Open House – 13595 Giles Road - 731-7301
- 24-25 Nebraska, Fremont – Annual Swap Meet at Christensen Field by Fremont Swappers Info:
Fremont Swappers, PO Box 971, Fremont, Ne. 68026 402-721-3428
www.swapfremont.com
SEE EVENT AD
- 25 Fullerton, Ne –Annual Twin River Cruisers Car & Motorcycle Show, Flea Market and Swap Meet in the Park, Info: Leslie, PO Box 645, Fullerton Ne. 68638 308-536-2054 SEE EVENT AD
- 25 Lincoln, Ne – Rebels Car Club Auto Show - @ Pioneers Park, S.W. Lincoln
(402)435-3898
SEE EVENT AD
- 30 – July 1-2 IA, Des Moines – Good Guys – WWW.Good_Guys.com

July

Weekly Cruises

- Last Tuesday of Month – Dusters Restaurant
[Columbus Ne.–Rick Campbell –562-7009]
- Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln
- Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha
- Thursday's – T's Tavern 78th Military, Omaha
- Friday's – Culvers, S 76th & Pioneer. – Lincoln
- Friday's – Don & Millies Hwy 30 West - Fremont
- Friday's –Crossroads Travel Center –4 Mi.East of Neb City Jnct I-29 and Hiway 2
- Saturday's – Culvers, N. 27th by Sam's. – Lincoln

Saturday's - Stu's 90th 2 blocks No. Of Maple - Omaha

- 1 Dewitt, Ne. Car Show - by Dewitt Sportsmans Club - Ted Goodwin (402)683-3335
SEE EVENT AD

1-2 DesMoines, IA. GoodGuys, FairGrounds

- 7 Nebraska, Ceresco - All Ford Products Car Show - Ceresco Park
Swanson Ford - Doug Swanson (402) 665-2421 SEE EVENT AD

- 8-9 Lincoln, Ne. - Annual All Ford and MCA Mustang all Ford Show - 5200 "O"
st.- Villager
Courtyards & Garden Hotel -Rick Buis (402)476-8459 or Rex Minert
(402)367-4019
SEE EVENT AD

- 8 Nebraska, Sterling - Sterling Picnic Car Show - Broadway Downtown Sterling
Bob Bowen (402) 866-2118

- 8 St. Paul, Ne. GCA Days Car & Bike Show @ the City Park. By Royal
Coachmen.
Jerry Sack 302 2nd st. St Paul, Ne. 68873, (308)754-4517 SEE EVENT
AD

- 9 Nebraska, Brainard - Pride & Performance Show - Downtown -
Tyler (402) 545-2511 Brainard Car Club SEE EVENT AD

- 15 Nebraska, Henderson - Annual Henderson Auto Club Car Show - Lake View Park
On Front Street. Info: Mike Friesen, 10 Henderson N. Rd. Henderson, Ne. 68371
402-723-4949

- 15 Nebraska, Western - Old Settler Car Show - Down Town Western - show and
picnic
Michelle Cunningham or David (402) 433-4631

- 16 Omaha, Ne. - H & H Chevy - All Chevy Show - 84th & L st. - John Costello 339-
2222
Jcostello@hhchevy.com SEE EVENT AD

- 16 Nebraska, Dwight - Bohemian Auto Show -Dwight Knights Car Club -
Auto/Truck/Motorcycle
Dwight (402) 566-2055

- 17-20 South Dakota, Custer - Willys-Overland-Knight Registry-TOUR- Black Hills
Area -
Marcia or Jerry McGill (402) 468-5109

- 19 Nebraska, Lincoln – Monthly Car Council Meeting 7:30
USA Steaks 27th Cornhusker
- 23 Nebraska, Cook – Annual Cook Lions Club Car Show by Cook Lions Club, Info:
Paul Douglas 129 West Main, Cook Ne. 68329 402-335-2754
- 28-30 Kansas, Salina – Annual Leadsled Spectacular – Open to any year or make
CUSTOM – Thomas
Thomas Park on 9th St. – Kustom Kemps of America – The Club House (417) 847-
2940
- 28-30 IA, Glenwood – Mid America Motor Plex – Swap meet and Drag Racing
Exit #35 & I-29 Glenwood Ia. SEE EVENT AD
- 28-30 Nebraska, Lincoln – Americruise – Lincoln Fairgrounds – LCVB Jeff (402) 434-
5343
(800) 423-8212 ext-5343 SEE EVENT AD
- 30 Nebraska, Omaha – Fun in the Sun Car Show – 84th Park Drive – 8500 S. 84th st.
Kevin Maher (402) 597-3214 Midwest Camaro Club SEE EVENT AD
- 30 Nebraska, Louisville – Last Hot Sunday In July – Louisville Main Street – Car and
Truck show
Nancy McManis (402) 234-3715 SEE EVENT AD

August

Weekly Cruises

- Last Tuesday of Month – Dusters Restaurant
[Columbus Ne.–Rick Campbell –562-7009]
- Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln
- Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha
- Thursday's – T's Tavern 78th Military, Omaha
- Friday's – Culvers, S 76th & Pioneer. – Lincoln
- Friday's – Don & Millies Hwy 30 West - Fremont
- Friday's –Crossroads Travel Center –4 Mi.East of Neb City Jnct I-29 and Hiway 2
- Saturday's – Culvers, N. 27th by Sam's. – Lincoln
- Saturday's - Stu's 90th 2 blocks No. Of Maple - Omaha
- 3-6 Kentucky, Louisville – NSRA National Event – Kentucky Exposition Center -
- 5 Firth, NE. Firth Classic Auto show, Downtown Firth, Firth Classic Auto Show
Assoc. Dave Musiel (402) 477-7006 890-2726 420-2928 SEE EVENT AD
- 5 Nebraska, Wilber – Czech Days Festival – Car, Truck & Tractor Show – Downtown
Wilber
419 W 3rd – Dennis Kenning PO Box 487, Wilber NE, 68465 – dkenning@esu6.org

- 5-6 Nebraska, Norfolk – Cruise Nite Car Show – Sunset Plaza Mall – Norfolk Area
Rod & Custom
Terry and Brenda (402) 634-2986 – box 91 – 547 1st St, Meadow Grove, NE. 68752
SEE EVENT AD
- 7 Walnut, IA. Antique City Car Show, Walnut Optimist Club, Ed Ransom (712) 784-3326
SEE EVENT AD
- 11 Nebraska, Fremont – Don & Milies – 100 Car Cruise special event info 727-7201
- 12 Nebraska, Omaha, DRIVE TO SURVIVE , Open Judged Car Show – Chevrolet
Classic Club &
American Cancer Society – Location 84th Center between Grover and Hascall
Ruth (402) 571- 0825 SEE EVENT AD
- 12 Beatrice, Ne – Exmark Mfg Show & Shine @ Chautanqua Park
Chad Holman – (402)223-6300 SEE EVENT AD
- 12 Alvo, Ne – Alvo Car Show – Alvo Fire Department , Mike Brown 781-9271 SEE
EVENT AD
- 12 & 13 Kansas, Kansas City – Swap Meet by Ararat Shrine at Wooklands Horse and
Dog Track,
9700 Leavenworth Road, Kansas City, Ks. Ararat Shrine Swap Meet, 5100 Ararat
Drive,
Kansas City Mo. 64129 800-211-4120 fax 816-923-6743 www.araratshrine.com
SEE EVENT AD
- 13 Seward, Ne. – Seward Co Fair, Pride & Perfection, by Seward Co Ag Society –
Jeff Krirohlazek
(402) 643 - 2707 SEE EVENT AD
- 16 Nebraska, Omaha – Monthly Car Council Meeting 7:30
Tangier Shrine 84th South off Center
- 18-20 Iowa, Onawa – Swap Meet Weekend – Monona County Fairgrounds –
Sponsored by Classics Car Club Info: Bill wonder 712-423-2411
- 19 Iowa, Red Oak – Annual Car Show – Sponsored by Classy Chassis Car Club -
Fountain Square,
Info: Jim Stanley 506 E Valley Red Oak, IA. 51566 (712) 623-4195 SEE
EVENT AD
- 19 Nebraska, Tekamah – Cruz'n fun day – Classic Cruisers – Johnnie Bottget (402)
374-1133
- 20 Onawa, IA. Cruise Night, Main Street, Classics Car Club, Freddie Wonder (712)

423-2411

- 20 Grand Island, Ne. Annual Car Show. By Vintage & Classic Wheels. Barry Schoehanmaier
2424 W. Anna St., Grand Island Ne. 68803 (402)381-8866 SEE EVENT AD
- 20 Iowa, Council Bluffs –Annual New Image Car and Truck Club Show - 1706 No. 16th St. Info: Ralph Lewis 2111 3rd Ave. Council Bluffs, Ia. 51501 712-323-9214 or 402-676-5379
SEE EVENT AD
- 21 Nebraska, Kearney – Annual Hudson-Essex-Terraplane Natl Meet - Holiday Inn, 110 2nd Ave, Kearney Ne. 68847- Mel Falk (308)478-5559
- 26 Iowa, Pacific Junction – Rolling Thunder Drag Strip @ Mid America Motorplex Shawn Kniesly (402) 706-6750
- 26-27 Nebraska, Gretna – Annual Pontiac/GMC/Oakland Show and Shine Joe Dyrda 10610 N.180th st. Bennington, Ne. 68007 (402)679-1781 SEE EVENT AD
- 27 Nebraska, Millard – Millard Days – S 135th between Q and Millard Ave. On the Cobblestone
10 – 4 – Kim Witte (402) 932-7066 / Pat Sheehy (402) 981-9897
- 27 Lincoln, Nebraska – NCA Corvette Show Pioneer Woods Plaza, 70th and Pioneer Blvd, Lincoln NE
Sharon McGinn (402)489-7443

September

Weekly Cruises

- Last Tuesday of Month – Dusters Restaurant
[Columbus Ne.–Rick Campbell –562-7009]
Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln
Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha
Thursday's – T's Tavern 78th Military, Omaha
Friday's – Culvers, S 76th & Pioneer. – Lincoln
Friday's – Don & Millies Hwy 30 West - Fremont
Friday's –Crossroads Travel Center –4 Mi.East of Neb City Jnct I-29 and Hiway 2
Saturday's – Culvers, N. 27th by Sam's. – Lincoln
Saturday's - Stu's 90th 2 blocks No. Of Maple - Omaha

1-3 Kansas, Kansas City – Good Guys - WWW.Good_Guys.com

2nd 3rd 4th Spetemberfest Qwest Center - SEE EVENT AD

4 Omaha, Ne – Qwest Center Parking Lot – by Midwest Early Corvettes – All

American Makes
Top 25 Peoples Choice Awards - SEPTEMBERFEST Bill Engelman (402) 533-
2215
SEE EVENT AD

- 4 NE, Omaha – All American Car, Truck, Harley Davidson Cycle show – Quest Center
Bill or Karen (402) 533-2215 SEE EVENT AD
- 8-10 Greenfield,Ia. 41st Annual Early Wheels Of Iowa Swap Meet. Adair County
Fairgrounds at
Greenfield Ia. Wayne Decker (515)276-4397 SEE EVENT AD
- 9 Bellevue,Ne. Bryan Band & Orchestra Boosters 5th Annual Show & Shine. @
Bryan High Parking
lot 48th Giles, Keith Binder, (402)991-0032 SEE EVENT AD
- 9 Plattsmouth, Ne – Kass Kounty King Korn Karnival Kar & Motorcycle Show – 6th
& Main st.
Kass Kounty King Korn Klub – Mike Bowman 296-5963
- 10 Nebraska, Lincoln – Annual Car Show – sponsored by Capitol City Ford
Mustang Club , Info: Michael Shutts (402)304-2729 & Jeff (402)438-4581 @ 62nd
Havelock Ave. SEE EVENT AD
- 10 Nebraska, Omaha – MoPar Car Show – All MoPar - Nebraska Crossing Outlet Mall
-
Mel Jastrum (402) 334-7028 SEE EVENT AD
- 10 Glenwood,Ia. Annual No Limits Truck Show. Down Town Square, Brad &
Michele Heitman
31107 Little Ln, Malvern IA. 51551 , (712)624-8209 - Dawn (402) 917-6591
SEE EVENT AD
- 16 Lincoln,Ne – Mopars In Lincoln - Russwood Chrysler Plymouth – 8350 'O' St.
Brian Sensibaugh (402)784-2065 Bill Gowen (402)694-2809 SEE EVENT AD
- 16-17 Nebraska, West Point – SwapMeet-Last Fling Till Spring , Fairgrounds, Rick
(402)372-2084
SEE EVENT AD
- 17 Nebraska City,Ne. Apple Jack Festival show & shine. @ Down town. By
River City Classics
Car Club. Cliff Cooper (402)873-5357
- 17 Nebraska, West Point –Annual Car Show – Last Fling Till Spring , Main Street,
by Road
Gems, Limited to fist 750 - must Pre-register, Info Weekdays:, Doug Peterson
(402)372-3390

Nites &Weekends: Fritz Feyerherm (402)3723128 or Cell (402)372-6469

SEE EVENT AD

20 Nebraska, Lincoln – Monthly Car Council Meeting 7:30
USA Steaks 27th Cornhusker

22 Nebraska, Gretna – Classics At the Crossing – Exit 432 Off I-80 – Meadowlark Model
'A' Ford

Bob McKinney – (402) 332-3993 – <http://www.meadowlarks.omahane.org>1 SEE
EVENT AD

24 Fremont,Ne. Swap Meet. By Fremont Antique Car Club Inc. @ Christensen
Field

Dennis Westergaard (402)377-2865 SEE EVENT AD

28-30 Iowa, Harlan – Tiny Lund Racing Festival – Shelby Co. Speedway & Downtown
Harlan

(712) 755-2114 – Racing Festival and Car Show

29-30 Oct 1 – TX., FortWorth - Good Guys - WWW.Good_guys.com

29-30 Lincoln,Ne. Rod Run & Car Show. By Lincoln Area Street Rods Inc. @ 5353
N.27th Lincoln.

LeRoy (402)477-9933 Roger (402) 474-7637 SEE EVENT AD

30 Woodbine,Ia. Annual Western Iowa Apple Fest., Show & Shine & Crafts.
(712)647-2899 SEE EVENT AD

30 Norfolk, NE. - Sonic Show and Shine - SEE EVENT AD

October

Weekly Cruises

Last Tuesday of Month – Dusters Restaurant

[Columbus Ne.–Rick Campbell –562-7009]

Tuesday's – Culvers, 1500 Old Cheney Rd. - Lincoln

Wednesday's – Flashbacks, 3015 S. 83rd Plz, 6:PM til? Omaha

Thursday's – T's Tavern 78th Military, Omaha

Friday's – Culvers, S 76th & Pioneer. – Lincoln

Friday's – Don & Millies Hwy 30 West - Fremont

Friday's –Crossroads Travel Center –4 Mi.East of Neb City Jnct I-29 and Hiway 2

Saturday's – Culvers, N. 27th by Sam's. – Lincoln

Saturday's - Stu's 90th 2 blocks No. Of Maple – Omaha

1 Manley,Ne. Annual Mel Alexander Swap Meet. @ CASS County Fairgrounds.
By ENWICC Larry Robb (402)339-0086 SEE EVENT AD

6 Nebraska, Plattsmouth – Friday Cruisin Main Street – Jeanene (402) 296-6021 SEE
EVENT AD

7 Auburn, NE. Car Show, Auburn Rod Run Reunion, Nemaha Valley Street Rods,
@ 10th J. st. James Brown (402) 274-3141 SEE EVENT AD

8 Nebraska, Wahoo – Fall Swap Meet, Saunders Co. Fairgrounds sponsored by
Saunders Co.
Auto Association, Info: Dick Jurgens 402-443-5025 Vendors Dwain Heiser
(402)443-4803
SEE EVENT AD

8 Wabonsie State Park, Ne.- Car Council Pot Luck and Poker Run Hwy 2 east of Neb
City.
12-6 PM Lower area -By Slow Rollers Mike Whitham – (660)744-5761 SEE
EVENT AD

14 NE, Omaha – Great Pumpkin Chase – Hollween Rally and costume party –
location TBA
by Midwest Early Corvette Club
Bruce (402)333-4304 or Ron (402)250-3011 SEE EVENT AD

18 Nebraska, Omaha – Monthly Car Council Meeting 7:30
Tangier Shrine 84th South off Center

28-29 Kansas, Hutchinson – Swap Meet by Sedgwick Street Rodders – Kansas State
Fairgrounds,
Info : 316-832-0638 or thatson@ksccable.com SEE EVENT AD

November

15 #Nebraska, Lincoln – Monthly Car Council Meeting 7:30 or check
www.clubs.hemmings.com/enwicc

December

20 #Nebraska, Omaha – Monthly Car Council Meeting 7:30 or check
www.clubs.hemmings.com/enwicc

January 2007

20-21 GrandIsland, NE – Tri City Annual Auto Exhibition, Fonner Park Sat & Sunday
Call Alton Jackson for info – (402) 463 - 7975

17 #Nebraska, Lincoln – Monthly Car Council Meeting 7:30 or check
www.clubs.hemmings.com/enwicc